Listing of Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-64. (Cancelled)

65. (New) A method of applying an image to a substrate, the method comprising:

providing a first heat transfer material that comprises:

a first base layer;

a first release layer overlying the first base layer; and

a peelable transfer film on which the image is formed, wherein the peelable transfer film comprises an adhesive layer overlying the release layer and a flow-resistant layer overlying the adhesive layer;

providing a second heat transfer material that comprises:

a second base layer;

a second release layer overlying the second base layer; and

an overlay transfer film overlying the second release layer;

positioning the peelable transfer film between the substrate and the overlay transfer film, wherein the adhesive layer is positioned between the substrate and the flow-resistant layer; and

applying heat and pressure to transfer the peelable transfer film and the overlay transfer film to the substrate, wherein the adhesive layer and the overlay transfer film are melt-flowable at a transfer temperature, while the flow-resistant layer is not appreciably melt-flowable at the transfer temperature.

66. (New) The method of claim 65, wherein the first base layer, the second base layer, or both contain a cellulosic web.

67. (New) The method of claim 66, wherein the cellulosic web is latex-impregnated.

68. (New) The method of claim 65, wherein the first release layer, the second release layer, or both comprise a polymer having essentially no tack at a transfer temperature of about 177°C.

69. (New) The method of claim 65, wherein the first release layer, the second release layer, or both comprise a polymer selected from the group consisting of acrylic polymers and poly(vinyl acetate).

70. (New) The method of claim 65, wherein the second heat transfer material further comprises a conformable layer that is positioned between the second base layer and the second release layer.

71. (New) The method of claim 65, wherein heat and pressure are applied by hand ironing.

72. (New) The method of claim 65, wherein heat and pressure are applied using a heat press.

73. (New) The method of claim 65, wherein the overlay transfer film is formed from a different material than the peelable film.

74. (New) The method of claim 65, wherein the overlay transfer film comprises a polymer that melts in a range of from about 65°C to about 180°C.

75. (New) The method of claim 65, wherein the overlay transfer film comprises a film-forming binder.

76. (New) The method of claim 75, wherein the overlay transfer film further comprises a powdered thermoplastic polymer.

77. (New) The method of claim 65, wherein the adhesive layer has a softening point of less than about 205°C.

78. (New) The method of claim 65, wherein the adhesive layer has a softening point of from about 65°C to about 150°C.

79. (New) The method of claim 65, wherein the flow-resistant layer comprises a crosslinkable polymer.

80. (New) The method of claim 79, wherein the crosslinkable polymer is selected from the group consisting of acrylic polymers, polyurethanes, and ethylene-acrylic polymers.

81. (New) The method of claim 65, wherein the flow-resistant layer further comprises a crosslinking agent.

82. (New) The method of claim 81, wherein the crosslinking agent is selected from the group consisting of polyfunctional aziridines, epoxy resins, carbodiimide, and oxazoline functional polymers.

83. (New) The method of claim 65, wherein the melt flow index of the flow-resistant layer is less than the melt flow index of the adhesive layer.

84. (New) The method of claim 84, wherein the melt flow index of the flow-resistant layer is less than the melt flow index of the adhesive layer by a factor of at least 10.

85. (New) The method of claim 84, wherein the melt flow index of the flow-resistant layer is less than the melt flow index of the adhesive layer by a factor of at least 1000.

86. (New) The method of claim 65, wherein the flow-resistant layer further comprises an opacifier.

87. (New) The method of claim 65, wherein the peelable film further comprises an image-receptive layer that overlies the flow-resistant layer.

88. (New) The method of claim 87, wherein the image-receptive layer comprises thermoplastic particles, a binder, and a cationic resin.

89. (New) The method of claim 65, wherein the peelable transfer film has a thickness of from about 0.8 to about 3 mils.

90. (New) The method of claim 65, wherein the peelable transfer film has a thickness of from about 1.2 to about 2.5 mils.

91. (New) The method of claim 65, further comprising positioning the first heat transfer material adjacent to the second heat transfer material to form a laminate in which the peelable film is located adjacent to the overlay transfer film.

92. (New) The method of claim 91, further comprising separating the first base layer from the first heat transfer material and thereafter positioning the laminate adjacent to the substrate.

93. (New) The method of claim 65, further comprising separating the first base layer from the first heat transfer material, positioning the peelable film adjacent to the substrate, and thereafter positioning the second heat transfer material so that the overlay transfer film is located adjacent to the peelable film.

94. (New) The method of claim 93, further comprising separating the second base layer from the second heat transfer material.

95. (New) The method of claim 65, wherein the adhesive layer is uncrosslinked.

96. (New) The method of claim 65, wherein the adhesive layer of the peelable transfer film is bonded to the substrate.

97. (New) The method of claim 65, wherein the first heat transfer material further comprises a tie coat layer positioned between the peelable transfer film and the first base layer.

98. (New) The method of claim 65, wherein the transfer temperature is from about 120°C to about 200°C.

99. (New) The method of claim 65, wherein the transfer temperature is from about 150°C to about 175°C.

100. (New) A method of applying an image to a substrate, the method comprising:

providing a first heat transfer material that comprises:

a first base layer;

a first release layer overlying the first base layer; and

a peelable transfer film on which the image is formed, wherein the peelable transfer film comprises an adhesive layer overlying the release layer and a flow-resistant layer overlying the adhesive layer;

providing a second heat transfer material that comprises:

a second base layer;

a second release layer overlying the second base layer; and

an overlay transfer film overlying the second release layer;

positioning the first heat transfer material adjacent to the second heat transfer material to form a laminate;

separating the first base layer and the first release layer from the first heat transfer material and thereafter positioning the laminate adjacent to the substrate, wherein the adhesive layer is positioned between the substrate and the flow-resistant layer; and

applying heat and pressure to transfer the peelable transfer film and the overlay transfer film to the substrate, wherein the adhesive layer and the overlay transfer film are melt-flowable at a transfer temperature, while the flow-resistant layer is not appreciably melt-flowable at the transfer temperature.

101. (New) The method of claim 100, wherein the overlay transfer film comprises a polymer that melts in a range of from about 65°C to about 180°C.

102. (New) The method of claim 100, wherein the adhesive layer has a softening point of from about 65°C to about 150°C.

103. (New) The method of claim 100, wherein the flow-resistant layer comprises a crosslinkable polymer and a crosslinking agent.

104. (New) A method of applying an image to a substrate, the method comprising:

providing a first heat transfer material that comprises:

a first base layer;

a first release layer overlying the first base layer; and

a peelable transfer film on which the image is formed, wherein the peelable transfer film comprises an adhesive layer overlying the release layer and a flow-resistant layer overlying the adhesive layer;

providing a second heat transfer material that comprises:

a second base layer;

a second release layer overlying the second base layer; and

an overlay transfer film overlying the second release layer;

separating the first base layer and the first release layer from the first heat transfer material and thereafter positioning the peelable film adjacent to the substrate;

positioning the second heat transfer material adjacent to the peelable film;

separating the second base layer and the second release layer from the second heat transfer material, wherein the adhesive layer is positioned between the substrate and the flow-resistant layer; and

applying heat and pressure to transfer the peelable transfer film and the overlay transfer film to the substrate, wherein the adhesive layer and the overlay transfer film

are melt-flowable at a transfer temperature, while the flow-resistant layer is not appreciably melt-flowable at the transfer temperature.

105. (New) The method of claim 104, wherein the overlay transfer film comprises a polymer that melts in a range of from about 65°C to about 180°C.

106. (New) The method of claim 104, wherein the adhesive layer has a softening point of from about 65°C to about 150°C.

107. (New) The method of claim 104, wherein the flow-resistant layer comprises a crosslinkable polymer and a crosslinking agent.